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### PUBLIC RELATIONS PAY DIVIDENDS

Few branches of the federal government have the direct, personal relations with the public which the Forest Service has. First, our work is primarily for public welfare; second, public opinion must favor our policies, otherwise these policies cannot be effective; and, last, but of great importance, the public must realize the benefits of our program in order that its continuation may be justified.

In spite of this direct responsibility to the public, some Forest Service officers regard public relation work as a "necessary evil". No doubt this attitude is due to the difficulty of applying a tangible value to a given PR job. However, Supervisor Sears has forwarded a report of Acting Ranger Wagner of the Long Cane District of the South Carolina and Croatan National Forests in which results from PR work showed up in a tangible manner. An excerpt from Wagner's report reads as follows:

"During the past few months I feel that some definite value has been received from the motion picture and lecture work which has been done along the lines of fire prevention on this District. In one particular case, a program was presented and the reception, according to my personal opinion, was very favorable. Immediately after the program, the members of the audience gathered around and the leading members of the group showed a very keen interest in Forest Service work and conservation in general. On the following day, a member of that audience appeared here in the office and presented the information necessary to write a report on a fire trespass and that information will undoubtedly lead to a conviction. We have no way of telling how many fires were prevented by that

particular program, but we do know that no fires have been allowed to escape to lands of the United States since the date of that fire prevention program. Again in another audience, there appeared a local resident who had previously refused to allow Forest Service crews to remove topsoil from his lands. After he had seen the motion pictures and listened to a talk on fire prevention, this man came and offered the Forest Service crews all the topsoil they would need in that particular vicinity."

Public relations work does pay dividends, although the pay-off is weighed against the quality and sincerity of the job done.

-- J. F. Brooks, Assistant Regional Forester

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WANTED -- A MILLION DOLLAR IDEA!

This call is issued by the American Forestry Association in behalf of the forests of America. It will be paid for not by the Association but by the trees themselves in terms of services rendered to all the people--protection of soils, waters, and wild-life, preservation of outdoor recreation and scenic beauty, production of material products that enrich every home, maintenance of opportunities for labor and commerce.

The idea sought is one that will strike consciousness into the minds of the American people that forest fires must be stopped. It must be susceptible to portrayal in poster form. The Association has just made arrangement with the noted artist James Montgomery Flagg for a forest fire prevention painting to be reproduced in poster form for distribution in every section and corner of the United States.

Upon completion, the painting will be made available to the Forest Service and cooperating forestry agencies throughout the country to form the central feature of an intensive forest fire prevention campaign to extend throughout 1939. A million posters will be struck off and every educational medium, including radio, newspapers, news reels, magazines, local and regional organizations, will be utilized in a special effort to make the American people more forest fire conscious.

The record shows that seventy per cent of the forest fires today are caused by the carelessness of smokers and campers and by the irresponsibility of a public frequenting our forests in increasing numbers during the fire seasons. Readers who believe they have a poster idea or slogan that will reach these fire starters are requested to send it promptly to The American Forestry Association, Washington, D. C. The idea considered best will be passed on to Mr. Flagg who will make it speak to all America in poster form.

-- Editor's Log, American Forests



## 'TENTION! PRESENT ARMS

Forest Service officials have always admitted (reluctantly) that the Army would have never succeeded in the operation of the C.C.C. had it not been for our suggestions and fatherly advice, but now it looks as if they can't even have a "make-believe" war without calling on the boys in green. First off the bat, the big summer maneuvers will be staged on part of the DeSoto National Forest down in Mississippi (poor Conarro); and, in addition to that, Captain V. Christensen will serve as one of the war game umpires stationed at Staff Headquarters as Assistant to the Army Engineer.

Major Frank C. Stone will be Chief of the B & S Division (Beans & Spuds) at the Brown Supply Base and Concentration Area, Captain H. F. "Doc" Pinard will be on duty with the Medical Corps at Camp Shelby, while Captain W. D. Patterson and Lt. M. T. Maxwell, Jr., will lead part of the troops from the concentration camp at LaRue, Mississippi.

We will wager that if, when the maneuvers are over, we find h--- shot out of the DeSoto National Forest, that Regional Forester Joseph C. Kircher, who doesn't even rate as a Sergeant in the army, will do a fancy job of "dressing down" some high ranking army officials when they return to the Glenn Building.

-- Clint Davis, Regional Office

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### MISSISSIPPI PLANS FOR THE FUTURE OF HER FORESTS

Mississippi has initiated a greatly expanded program of state forestry which other Southern States might well follow as a means to future economic security. The June issue of American Forests outlines this new forest plan.

The Mississippi legislature which adjourned in April increased the biennial appropriation for forestry from \$30,000 to \$85,000, and created a committee to study problems of fire protection, conservation, cutting practices, tax adjustments, and other features connected with forestry in the State.

A committee, consisting of the Lieutenant-Governor, the Speaker of the House of Representatives, two State Senators and two Representatives, conducted extensive hearings throughout the State, and is preparing a report to be considered at a special session of the legislature which Governor White plans to call in June.

The Mississippi resolution sets forth "that with fifty-four per cent of the total area of Mississippi supporting some form of forest growth, and 1, 700,000 acres of tax delinquent land, the annual timber growth of the State is no longer equal to the annual consumption of timber by forest industries that

pay about thirty million dollars in wages and salaries each year, and produce manufactured products at nearly \$100,000,000."

The significant feature of Mississippi's diagnosis of the case and prompt action to correct the trouble is the fact that here is a concrete example of the recognition of the value of forests in the permanent development of states and communities.

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#### GETTING TO THE "ROOT" OF THE MATTER!

This is one Forest that still tries to show a return on its investment, even if we have to do it with shortleaf pine. Somehow or other we're going to sustain the cut as well as the yield. It's not original, but it's our idea of forestry. Those roads must be paid for!

This pine business is a lot of fun while we wait for the tight cooperage market to come back. You must pay us another visit, George, and see some of the structural timbers they cut from our stands; little 8"x16" sticks, 28' long.

When the Ozark cannot sell its oak, it will sell pine. When it can't sell pine, it will sell hickory. When it can't sell hickory, it will sell walnut, and when it cannot sell walnut, it will sell red and black oak, or numerous other species--ad infinitum--howsoever and nevertheless, it is still considered the best of practice in the best circles to doff one's hat to the best of timber (white oak).

By the way, we are advertising another pine sale.

-- H. R. Koen, Forest Supervisor, Ozark

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#### MORE ABOUT AUTOMOBILE INSURANCE

Of interest to those concerned in protecting themselves by insurance while driving Government cars is the announcement of the Government Employees Insurance Company, Investment Building, Washington, D. C., whose rates for coverage are as follows:

Bodily Injury Liability, limits \$5,000/\$10,000; Property Damage \$5,000 - Premium \$7.50.

Bodily Injury Liability, limits \$10,000/\$20,000; Property Damage \$5,000 - Premium \$8.25.

This company also writes insurance covering the operation of personally owned cars to which an endorsement can be added covering the operation of Government cars.. Information regarding the rates

for privately owned cars may be obtained by writing to the company. The company states it has recently adopted the Safe Driver Reward Plan whereby a return of fifteen per cent is guaranteed at the expiration of the policy on bodily injury and property damage liability provided both coverages have been in effect for 12 months and no loss has been paid upon it.

-- R. J. Riebold, Personnel Officer

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#### FIRE NEWS AND CHARLIE MCCARTHY

In the January 1938 issue of the Mississippi Fire News, an article entitled "What Might Happen" closed with the awful admonition--"But just think, if we had no forests, there would be no Charlie McCarthy". Ranger Bergoffen sent a copy of that Fire News to Edgar Bergan, who replied as follows:

"Dear Mr. Bergoffen:

"Thank you for your letter of January 14, in which you enclosed a copy of the 'Fire News'. Your reference to Charlie McCarthy was very cleverly handled, and if it is effective in preserving our National Forests, it has served a good purpose. Charlie and I wish you continued success in this worthy cause, and we hope you will continue to listen to our program."

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#### THE BATTLE OF OGDEN UTAH -- OR SANER METHODS OF TRANSPORTATION PLANNING

On May 23 the transportation planners from all regions excepting Region 7 gathered at Ogden, Utah, for a week's conference. The Regional Engineers from the Western regions were also in attendance. Following customary and time-honored procedure, each region sounded off and as per usual each bragged a little about his own region. Well, along towards the shank of the evening Region 8 had its say, which consisted of a 4,000 word bombardment of facts and figures that stirred up a hornet's nest. The group seemed highly surprised that Region 8's ten per cent fund last year was equal to the ten per cent fund for California. Region 6 with all its boasts about having a corner on the timber market offered no word of rebuttal when the statement was made that fifty per cent of the lumber produced in the United States came from southern pine.

Resolved: That Region 8 send a missionary to the West more often.

-- Marion Lamb, Civil Engineer



## TIMBER MANAGEMENT ON THE PISGAH

Reforestation of the 10,000 acre Sherwood Forest spruce burn was initiated this spring. Junior Forester Olson and a C.C.C. crew from the Sunburst side camp put in P-1, a 47-acre plantation of 2-1 Red Spruce on Little Sam's Knob. A maximum average daily production of 373 well-planted trees was attained. This may not sound like many trees to the Mississippians, but it is not at all bad when one considers the one-mile hike up (and we really mean up!!) the mountain every morning, the blackberry briars, brush, rocks, and the center hole method.

Other planting this spring included about 90 acres of white pine on old fields, and sufficient small plantations of hardwoods to bring the total up around 150 acres. Early indications are that survival will be considerably better than has been the case in previous years. Junior Forester Olson and Patton directed all planting this spring.

Small areas were planted under Forest Service supervision by Boy Scouts from Blowing Rock, Brevard, Canton, Hazelwood, Lenoir, and Waynesville. The boys did the planting for part of the requirements for the Forestry Merit Badge.

With the timber market at a low ebb, sales are moving only very slowly, and efforts are being made to push management plan work to completion. Junior Forester Maxwell and Junior Assistant to Technician Melton are working full time on the Grandfather Plan, and Assistant Rangers Davis and Huber are working up policy statements for the French Broad, Pisgah, and Sherwood. Junior Forester Patton has been detailed temporarily to assist on compilation of data. Staff Timber Management Assistant Gaines is supervising the work and spending his spare time on the Mt. Mitchell Plan. Some of these days the Regional Office is likely to be surprised by a deluge of plans and statements from up here in the mountains.

-- H. E. Ochsner, Forest Supervisor

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## FIRE NOTES FROM NORTH CAROLINA

District Ranger Ed Simmons of the North Carolina Forest Service in District #2 apprehended a sixteen year old male resident of the South Mountains section one day early this spring. This obstreperous lad was caught in the act of spotting fires along an old woods road. After incarceration in the local jail, he continued to deny having set fire to the woods, delivering masterful "cussing outs" to Simmons and District Forester Spratt, who attempted to obtain a confession. At the trial his mother took the stand in the boy's defense. Her description of the affair was as follows: "Me and the boys wuz eatin' dinner when I seed smoke down the cove. I told Arley Fred to run down an put it out. Willie Ned follered him and the first thing I knowed, here come Willie Ned a-runnin' and a-hollerin'--Lordy! Lordy! Mama! the law's got Arley Fred!" Arley Fred is now serving a term in the reform school.



In eastern North Carolina a junk dealer was recently arrested by the State Forest Service for having set fire to the woods adjacent to two abandoned sawmill sites. His apparent motive was to burn off the grass and other debris from the mill site to facilitate location of any scrap metal left by the mill operator. Unfortunately for this junk dealer, he crossed a county line before setting the second fire. He is now serving a four-month road sentence in one county and the State Service plans to try him in the second county immediately following termination of his first sentence.

-- W. C. Branch, Regional Office

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#### WEST ALABAMA LAND USE AREA TRANSFERRED TO FOREST SERVICE

The Secretary of Agriculture recently announced that permanent supervision of the 87,000-acre West Alabama Land Use Project has been assigned to the U. S. Forest Service as a concluding step in the land utilization program of the former Resettlement Administration. By Presidential Proclamation the boundaries of the Talladega National Forest have been extended to include lands in this project.

The West Alabama project comprises 87,218 acres in Bibb, Hale, Perry, and Tuscaloosa counties. Consisting at the time of purchase of badly eroded fields and idle or burned-over timber land, the area was acquired to convert it to productive use as a forest, game refuge, and recreation area. More than 150 families were living on the area, attempting to farm unproductive land when the project was initiated. Wasteful lumbering and farming, and periodical fires had reduced the land to a condition where government purchase was desirable to prevent further deterioration of its resources.

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#### LOST!!!

Recreation sends in the following S.O.S: LOST - one dam(n) foundation and one stream! Ranger L. E. Belty reported on June 4 on Form 858 the loss of the above items with the unfortunate result that two recreational developments had to be forgotten. Will the finder of the above items kindly return them to the Ranger on the Homochitto Mississippi National Forest?

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#### SIEKER JOINS RECREATION DIVISION OF FOREST SERVICE

Mr. Silcox has announced the promotion of John H. Sieker, Supervisor of the Shoshone National Forest, Wyoming, to the position of assistant chief in the division of recreation and lands, U. S. Forest Service, effective June 1. During his twelve years of field service on the National Forests, Sieker has had wide experience in various phases of forest administration, particularly in the management of recreational uses.

### LET'S HAVE MORE!

It is very refreshing to note that on one national forest in Region 8 the Executive Assistant has spent the following periods in the field primarily on office inspection: August 7-8, September 20-24, November 7-20, 1937, January 11-12, February 23-March 1, March 6-12, March 23-31, April 21-May 3, May 4-6, 1938.

This record came to light when the forest asked for additional travel funds to cover the activity. It was a pleasure to allot the necessary funds.

-- F. C. Stone, Regional Office

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### HEIGH HO!

The Regional Office may not have a Snow White and her Seven Dwarfs, but it has Maestro Harry Rossoll and his seven members of the Forest Service orchestra.

After four months of intensive, intermittent, and insipid rehearsals, the boys, attired in their pine needle dresses and oak-leaf hats, will make their debut July 13 at the Tap Room located at the Atlantic Brewery. A barbaric bombardment of the light fantastic is expected and they will demonstrate how to knit rhythm into the air.

If you like to quaff that delicious, golden brown liquid called brew...well, here's your chance--Gesundheit! If you care naught for beer, there is always a well of conversation where one can bring up those refreshing drinks of cool spring wit.

Make a date now for July 13 with the Forest Service orchestra.

-- Hubert Cain, Regional Office

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### FEDERAL EMPLOYEES TO MAKE EXCURSION TO PUERTO RICO

The Department of Interior announces a gala celebration for the official opening of the tourist season in Puerto Rico. In order that government people and relatives will be assured of an opportunity to attend, Governor Blanton Winship has made arrangement to charter the SS IROQUOIS, a cruise ship specially fitted to supply all forms of entertainment for passengers. The cruise will be non-profitable, starting at the low rate of \$100.00, leaving New York on Saturday, July 2, and returning on Wednesday, July 13--eleven days of activity, fun, adventure, and relaxation.

The Washington Post of June 5 carried a descriptive article on the trip, stating: "The governors of the islands will have arranged a program of activities to include swimming parties and picnicking at El Yunque in the Caribbean National Forest.....It is also known that the Luquillo National Forest in Puerto Rico is a primeval jungle and one of the finest examples of the tropical rain forests in the world."

For further information communicate with a representative of the Government of Puerto Rico at Phone Republic 1820, Branch 2193, the U. S. Tourist Bureau, Department of Interior, Washington, D. C.

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#### MORSE SETS MARATHON GOLF RECORD

Howard Morse, Regional C.C.C. Inspector, set a real marathon golf record Memorial Day, according to dispatch from the Cleveland Tennessee Banner:

"At the Cleveland Country Club course, the 54-year old golfer played 108 holes in eleven hours, using 567 strokes for an average score of 47 per nine holes. Morse wore down three caddies, walked thirty miles, and admitted he was a little tired."

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#### NAME OF GAME REFUGE CHANGED

By Presidential Proclamation, dated June 6, the name of the Cherokee National Game Refuge No. 2, in the State of Georgia, has been changed to the Noontootly National Game Refuge, and the boundaries re-defined.

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#### CAMERA TIPS

In this day of ultra-fast films, such as super-sensitive panchromatic and super-pan press, Forest Service picture takers will do well to consider sticking by the slower film for summer use. Eastman's Verichrome and Agfa's Plenechrome are superior to the super films for hot weather work, especially where shots are made under normal summer light conditions.

These two films, each having a Weston factor of 16, make clear sharp negatives at 100th second exposure stopped from F8 to F16. This speed would easily serve the requirements of our everyday photography for reports and record shots. The advantage which the slower films offer is the greater latitude in correcting over or under exposure and the ease with which the slower films may be handled in the dark room. The more durable emulsion also eliminates scratching and marring on the finished negative.

Due to the composition of the high speed film, the emulsion is much softer, particularly in hot weather, and its quick reaction to any light makes it necessary to be developed in total darkness, whereas the slower films may be handled under red safety lights.

Fast films serve their purpose when necessary to make photographs under abnormal light conditions or when necessary to shoot pictures at high speeds. Under normal conditions, they sometimes prove a handicap.

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## NOTICE CONCERNING PHOTOGRAPHS

The Washington Office advises that no photographs nor pictures will be used for illustrating a publication or exhibit unless it bears the Forest Service permanent negative file number or unless the print is accompanied by the negative. Exceptions will be made only in cases supported by adequate explanations.

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## PERSONNEL CHANGES

John B. Hatcher of the Nantahala has been transferred to the Division of National Forest Planning and Establishment in Washington.

Ernest R. DeSilvia, Florida, has been transferred to the Choctawhatchee District as district ranger.

Arvie Lewis (Ouachita), John W. Wood (TVA), and Ray Bridgers (N.C. State) have been restored to duty from furlough.

Recent appointees include: Roy Ware of the Texas, Carol F. Danley and Lytle Jennings of the Ozark, Bertha Wilson of the Pisgah, Andrew L. Litchfield of the South Carolina, and Arthur C. McCall of the Cherokee.

The following transfers have occurred: Bruce H. Campbell from the regional office to Georgia State; Ed Hollingsworth from Wambaw to Mountain District, South Carolina; Albert Smith, Jr., from Croatan to Long Cane District, South Carolina; Harold M. Stratton, Alabama, from Talladega to Oakmulgee District as acting ranger; Bonnie D. Spillers, Alabama supervisor's office to Oakmulgee District; Seaborn J. Johnson from Cherokee to supervisor's staff of the Ouachita on timber management; Wilhelm M. Beckert, from Pisgah to Chattahoochee; Philip A. Newton, Ouachita, from Oden to Cold Springs District.

Resignations have been accepted from Maybelle Lemasson, Mississippi, and Sanford Spangler, Cherokee.

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"What does he plant who plants a tree?  
He plants cool shade and tender rain,  
And seed and bud of days to be,  
And years that fade and flush again;  
He plants the glory of the plain;  
He plants the forest's heritage;  
The harvest of a coming age;  
The joy that unborn eyes shall see --  
These things he plants who plants a tree."

-- Henry Cuyler Bunner

## THE LOOKOUT

Assistant Regional Forester Evans appeared on the June 9 program "Welcome South, Brother", a series sponsored by the Atlanta Convention and Tourist Bureau and radio station WSB.

Regional Fiscal Agent Marshall is on detail to the Washington Office for a two week period, June 1 to 15.

Assistant Regional Forester Pidgeon attended the N. C. Forest Highway Program Conference June 15 at Spartanburg, S. C., with officials of the Bureau of Public Roads and State Highway & Public Works Commission.

Associate Civil Engineer Warren spent the latter part of the month of May and most of June on the Nantahala supervising construction and running of tests on scale models of the spillway structures of the Cedar Creek Dam on the Ouachita and the Little Valentine Dam on the Kisatchie. The running of tests was witnessed by Assistant Regional Forester Pidgeon, Hydraulic Engineer M. B. Arthur of the Washington office, and District Engineer B. M. Bell of the Geological Survey.

Donald R. Brewster, who resigned in November 1936, has just been appointed as Extension Forester in South Carolina, under the supervision of the Cooperative Extension Service, Clemson College. He reported for duty June 1 and is finding this new work very interesting.

William X. Hull, formerly of the division of S & PF, paid the Regional Office a visit the other day and told of his recent trip to Puerto Rico in connection with the Soil Conservation Service garage and equipment project on which he is now working. He is scheduled for a trip to Honolulu this fall.

Civil Engineer Lamb has returned from Ogden, Utah, where he attended the Transportation Planners Conference May 23-28. Mr. Lamb spent several days in Regions 2 and 4 before returning to Atlanta.

Mr. Charles E. Smith, Champion Paper & Fibre Company (Canton, N. C., and Houston, Texas) was in the Regional Office for a visit recently. He confirmed the news that the American Pulpwood Association is considering moving its national headquarters from New York to Atlanta, so that the association will be in closer touch with southern pulp mills. Mr. William P. Good is secretary of the Association.

An inspection of the Sumter and Gainesville repair shops was made on June 7 and 8 by Engineer A. L. Anderson and Equipment Engineers R. S. Henderson and O. Weiderhold of the Washington Office. They were accompanied to the Sumter Shop by Associate Mechanical Engineer Black, and to the Gainesville Shop by Black, Associate Civil Engineer Stone, Assistant Regional Forester Pidgeon and Regional C.C.C. Officer Hartman.

Topographic Engineer Sloan has just returned from a ten day inspection of acquisition surveys and map activities on the Cherokee, Pisgah, Nantahala, and Chattahoochee.

Assistant Forest Supervisor Hugh Redding of the Ozark and Miss Vivian Nanney were married on June 12, and are receiving the congratulations and best wishes of their friends.

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#### CONGRATULATIONS, FLORIDA!

From the description of the new offices of the Florida Forest and Park Service at 108 West Pensacola Street, State Forester Baker and his staff have attractive quarters down in Tallahassee. In fact, Mr. Baker's invitation to the formal opening on June 14 (inspection of offices and a dance afterwards) was difficult to turn down, but on account of.....you know the rest. Eighteen native wood materials, including nine species of hardwoods, four species of cypress, two kinds of pine, cedar, and juniper, used in vertical and horizontal panels, as well as solid and veneer panels, were donated by Florida lumbermen and millworkers.

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#### DEFINITIONS NOT ATTRIBUTED TO WEBSTER

Adult--A person who has ceased to grow vertically and has begun to grow horizontally.

Aristocrat--A member of a family that has long been descending.

Committed--A group of men who keep minutes and waste hours.

Cooing and Billing--Cooing stops with the honeymoon, but the billing goes on forever.

Detour--The roughest distance between two points.

Diplomat--A man who remembers a woman's birthday and forgets her age.

Filibuster--A senator throwing his brain out of gear and giving his tongue free wheeling.

Flirt--A hit-and-run lover.

Gold Digger--One who uses the males to defraud.

Hash--The substance of things hoped for, the evidence of things which have been.

Horse Sense--Just stable thinking.

Old Maid--An unclaimed blessing of uncertain years.

Parasite--One who goes through a revolving door on your push.

Refinement--The ability to yawn without opening your mouth.

Rigid Economy--A dead Scotchman.

--Pollard's Connotary, The Ames Forester

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